

SYSTEM FOR TRANSMITTING SYNDICATED PROGRAMS OVER THE  
INTERNET

Abstract

5 A system and method are provided for exposing Internet users to  
advertisements together with the distribution of media content in a manner which is  
germane to conventional syndicated broadcast agreements. The system includes a  
processor coupled to a memory device. The system further includes software means  
operable on the processor and memory device. The software means is operable on  
the processor for obtaining a user specific set of data prior to distributing a media  
10 package. The software means is operable for selecting a number of advertisements  
from a data bank containing a plurality of advertisements based on the user specific  
set of data. The software means is operable for combining the selected number of  
advertisements with a requested set of media content to form the media package.  
The software means is further operable for distributing the media package. In this  
15 manner a regional broadcasting station can preserve its investment in purchasing  
national syndicate broadcast rights by ensuring regional advertisers a penetration of  
their advertisements across a regional Internet audience. Methods for performing  
the same are similarly included.

"Express Mail" mailing label number: EL709305220US

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